



June 5, 2023

The Honorable Kara Hope  
Chair, Committee on Criminal Justice  
Michigan House of Representatives  
PO Box 30014  
Lansing, MI 48909

RE: Support for SB 90

Dear Chair Hope,

Dow supports Senate Bill 90, known as the CROWN Act, to add a person's hair as a characteristic of race under the Elliott Larsen Civil Rights Act. While some local jurisdictions have enacted policies banning race-based hair discrimination, Michigan law does not currently provide these protections on a statewide basis. If passed, Michigan would join more than 20 other states in prohibiting race-based hair discrimination, including Texas which recently passed a version of the CROWN Act in May 2023.

The textured hair market is underserved, creating a gap in product offerings for individuals with certain hair types. Through collaboration between Dow's Home and Personal Care business and its Global African Affinity Network, we have developed a program to expand the basic understanding of textured hair, suitable testing tools, and new product formulations that highlight the benefits of our material science across different applications. The purpose of this collaborative effort – inclusion + innovation – is to bring new and inclusive product formulations to the market so that all individuals have access to personal care products that meet their needs.

Dow is proud to have its leaders serving on Governor Whitmer's Black Leadership Advisory Council (BLAC) and chairing its Business Leadership Committee. BLAC issued a report in 2022 identifying barriers (and policy recommendations) in the Black community in education, community safety, health, and business leadership. Notably, its first policy recommendation is to ban hair discrimination in Michigan by passing the CROWN Act.

Dow is as committed as ever to cultivating inclusive, diverse, and equitable environments because it is the right thing to do, and it is good for business. We believe inclusion + innovation is the right formula to strengthen our state, and ask for your support of Senate Bill 90.

Respectfully,

A handwritten signature in black ink, appearing to read "Jeff Stoutenburg".

Jeff Stoutenburg  
Director, State Government Affairs